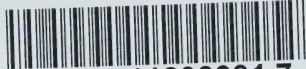


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OSITORY LIBRARY MAT

**“Hit me
again,
bartender.”**



Ontario

Ministry of
Health

“Hit me again, bartender.”

Drinking is on the increase these days. Here in Ontario. And just about everywhere.

More people are drinking more alcoholic beverages more often than ever before.

Partly because alcohol is more readily available in more bars and restaurants.

Partly because we have more money and can more easily afford to buy alcoholic beverages.

And partly because we've adopted some of the “continental” attitudes toward drinking—making wine part of our meals more often, and liquor and beer part of so

many social occasions.

Today, more than four out of five adults in Ontario use alcohol.

Most do it in moderation. That is, they drink less than an average of three bottles of beer a day—or the equivalent in wine and spirits. Or they don't drink every day.

But a growing number of us use alcohol more frequently. And more dangerously.

We're not against drinking. If people want to drink it's up to them.

But we think you should ask yourself if you, like some of your friends and acquaintances, may be drinking more often than you did in the past.

And we'd like to remind you that by cutting down on the number of times you take a drink you could do yourself a lot of good.

Don't you think you'd feel better—be healthier—if you cut down a bit? If you didn't drink as much?

Don't you think you could get as much enjoyment from other things? Such as reading a book. Going to the theatre or a concert. Taking in a movie or a hockey game. Or involving yourself in a new hobby.

Think it over.

**“Here’s
to your
health.”**